



## **Table of Contents**

- 1. Conceptual frame work**
- 2. Achievement from 2<sup>nd</sup> Workshop**
- 3. Future Plan**

2

## **1. Conceptual frame work**

- ▶ Concepts and definition: followed the UNWTO recommendation.
- ▶ Coverage: Cambodia
- ▶ Frequently: monthly
- ▶ Agency involved:
  - Ministry of Tourism
- ▶ Sources:
  - Int'l tourist arrival
  - Border Survey
  - Establishment survey

3

## 2. New initiative after 2<sup>nd</sup> workshop (1)

- ▶ Improvement coordination among stakeholder: Ministry of Tourism and Department of Immigration
- ▶ Improvement of data collection methods
  - Sampling method
  - Quality assurance
  - Increased samples
- ▶ Government and private forum: discussing data need by Ministry of Tourism
- ▶ New Procas on concept, definition and classification of tourism industry by Minister of Tourism.

## 2. New initiative after 2<sup>nd</sup> workshop (2)

- ▶ From supply side: new sampling frame for accommodation and restaurants derived from establishment census 2011.
- ▶ Survey of inbound tourist was conducted in October 2011
- ▶ Adding a question of average length of stay in arrivals card.

### **3 . Future Plan**

- ▶ Advocacy to top management
- ▶ Purposed workshop on tourism statistics in June 2012
- ▶ New design questionnaire survey form

6

**Thank You**

7